

Kansas City's Citizen Survey: A Seriously Big Feedback Loop

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KCMO's Citizen Survey – The Deets

9,000 = Sample Size

45% Response Rate

1.5%/2.2% Margin of Error

98 questions covering basically all citizen-facing city services

Why we do a citizen survey

- Aggregate voice of the customer
- Best-practice, outcome-oriented metric

A black and white photograph showing two men seated at a dark conference table. The man on the left is an African American man with glasses, wearing a suit and a bow tie, looking towards the right. The man on the right is a white man with light-colored hair, wearing a suit and tie, looking down at papers on the table. Behind them are several flags, including the United States flag and the official seal of the City of Kansas City. A professional video camera is visible on the right side of the frame. A large white text overlay is centered across the middle of the image.

**“The Citizen Survey is the measure of
profitability for our organization.”**

-Troy Schulte, City Manager, Kansas City

Key Points:

#1: Surveys are about outcomes

#2: Need leadership support

#3: Use the data everywhere!

KCMO Using the Survey Data



We use the survey to help set priorities, analyze trends, compare benchmarks, target resources and demonstrate community momentum

Quality of police services
+3%

Parks and recreation programs and facilities

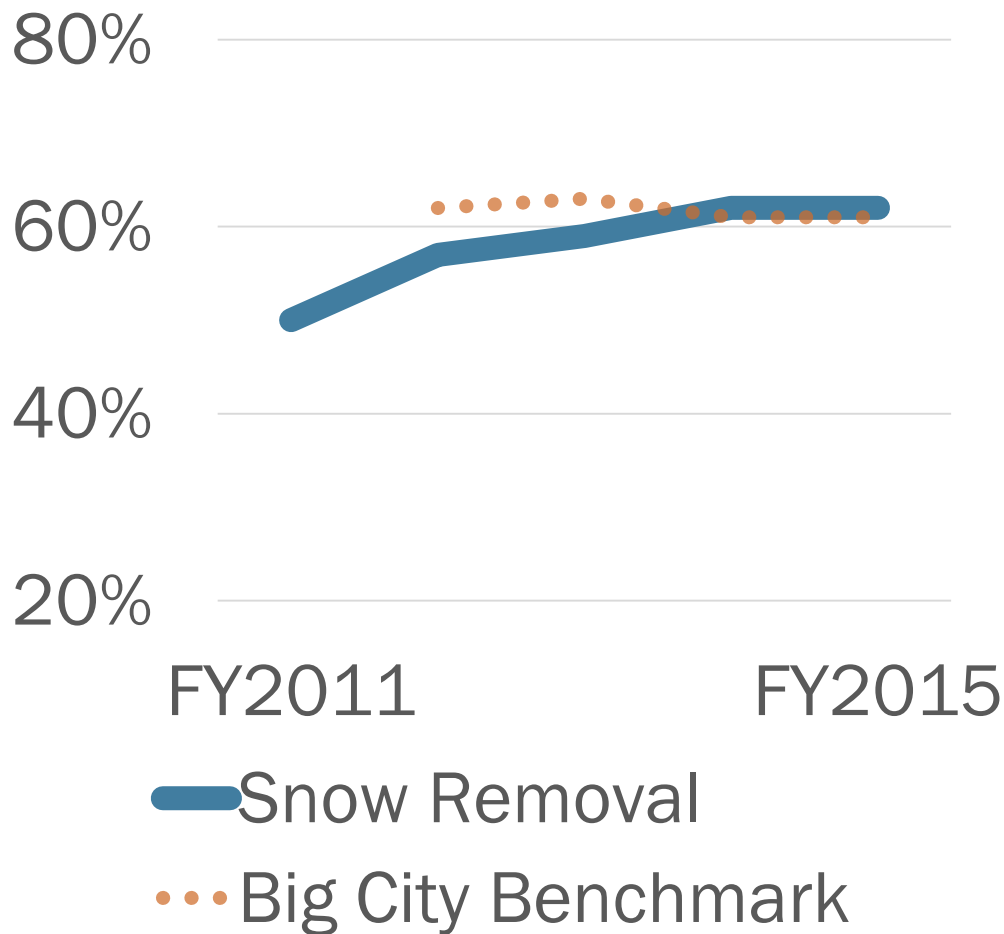
K City of Kansas City, Missouri

Quality of the

Quality of Health Department services
+2.6%

<u>Category of Service</u>	<u>Importance</u>	<u>Satisfaction</u>	<u>I-S Rank</u>
Mowing/tree trimming along city streets	21%	49%	1
The city's youth athletic programs	13%	40%	2
Walking and biking trails in the City	12%	50%	3
Maintenance of City parks	13%	71%	4
Maintenance of boulevards and parkways	14%	66%	5
Programs/activities at city community centers	9%	48%	6
City swim in pools and programs	7%	41%	7
Reasonableness of fees charged for rec prgms	7%	45%	8
Quality of communication from Parks	6%	41%	9
Quality of facilities (shelters/playgrnds) in prks	11%	66%	10

Trends & Benchmarks



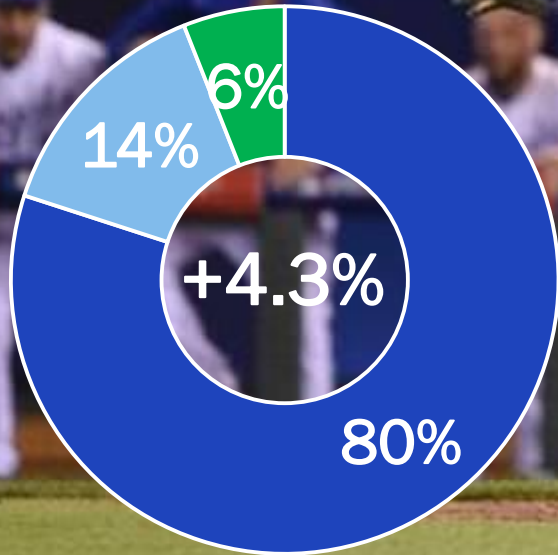
Target resources

- Where do we send the 311 van first?
- THE SURVEY WILL TELL US!



KC As A Place to Live

- Good/Excellent
- Neutral
- Below Average/Poor



Demonstrate Community Momentum

Photo credit: David Eulitt, Kansas City Star

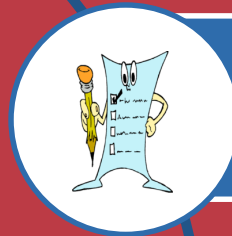
The other super cool things you can do with survey data



THE ART OF DATA

Engage your citizens around
community issues in creative ways
www.kcmo.gov/artofdata

Challenges



Everybody is a
“Survey Expert”

\$

It takes time & \$

311
citizens
Employee
innovations
budgets
Work orders

It cannot stand
alone

Key Takeaway.

If you are not doing a citizen survey in your city, you are missing an engagement opportunity!